

PRIVACY POLICY

Effective Date: April 2025

Heritage Renovations of New Jersey LLC, doing business as Heritage Renovations (“Company,” “we,” “our,” or “us”), owns and operates the website located at <https://heritagereno.com> and related landing pages, calculators, and microsites hosted through third-party platforms including, without limitation, Onepage.io (collectively, the “Website”).

This Privacy Policy governs the collection, use, disclosure, and protection of information obtained through the Website and through communications initiated via the Website.

By accessing or using the Website, submitting information, or interacting with any form, estimator, calculator, or scheduling tool, you acknowledge and agree to the practices described in this Privacy Policy and the Company’s Terms of Service. If you do not agree, you must discontinue use of the Website.

1. SCOPE AND APPLICABILITY

This Privacy Policy applies to all visitors, users, and others who access the Website, including prospective clients, customers, vendors, and subcontractors.

This Policy applies to:

- The main website at heritagereno.com
- Landing pages, calculators, and funnels hosted on Onepage.io
- Interactive tools including cost estimators and intake forms
- Communications initiated through forms, email links, or scheduling tools

This Policy does **not** govern information collected offline, at job sites, during inspections, through executed contracts, or via third-party platforms not controlled by the Company, which may be subject to separate agreements or disclosures.

2. INFORMATION WE COLLECT

A. Information You Voluntarily Provide

We may collect information that you voluntarily submit, including but not limited to:

- Name
- Email address
- Telephone number
- Property address or project location
- Project descriptions and service requests
- Uploaded photographs, videos, documents, or plans
- Responses entered into calculators or estimation tools

Submission of this information is voluntary. However, failure to provide requested information may limit our ability to respond or provide services.

B. Calculator and Estimator Data

Information entered into calculators or estimators is collected for **preliminary, non-binding informational purposes only**. Calculator outputs are estimates, not guarantees, offers, bids, or final pricing, and are subject to verification, inspection, site conditions, and formal written agreements.

Calculator inputs and outputs may be stored, reviewed, and used for internal evaluation, follow-up, and service planning.

C. Automatically Collected Information

When you access the Website, we may automatically collect technical information such as:

- IP address
- Browser and device type
- Operating system
- Pages viewed and interaction data
- Date and time of access

This information is used for security, analytics, and Website optimization.

3. PURPOSE OF COLLECTION AND USE

Information is collected and used strictly for legitimate business purposes, including:

- Responding to inquiries and requests
- Scheduling inspections, consultations, or calls
- Preparing estimates, proposals, reports, and contracts
- Providing calculator results and follow-up communications
- Improving Website performance and user experience
- Internal business operations, record-keeping, and compliance
- Protecting the Company's legal, contractual, and financial interests

The Company does not use personal information for unrelated purposes.

4. DISCLOSURE AND SHARING OF INFORMATION

The Company does **not** sell or rent personal information.

Information may be disclosed only to:

- Company personnel with a legitimate business need
- Licensed subcontractors, engineers, inspectors, or consultants involved in evaluating or performing requested services
- Service providers supporting Website hosting, Onepage.io, communications, analytics, or CRM systems
- Financing or third-party service providers when expressly requested or authorized by you
- Governmental or regulatory authorities when required by law
- Legal counsel, insurers, or professionals as necessary to protect the Company's rights

Disclosures are limited to the minimum information reasonably necessary.

5. ONEPAGE.IO AND THIRD-PARTY PLATFORMS

The Website may utilize Onepage.io and similar third-party platforms to host landing pages, forms, calculators, and funnels.

Information submitted through these platforms is treated as information submitted directly to the Company and is governed by this Privacy Policy. The Company is not responsible for the independent privacy practices of third-party platforms but uses commercially reasonable providers.

6. COOKIES AND TRACKING TECHNOLOGIES

The Website may use cookies or similar technologies to enhance functionality and analyze traffic. Cookies do not grant access to your device or personal files.

You may disable cookies through your browser settings. Certain features may not function properly if cookies are disabled.

7. DATA SECURITY

The Company employs reasonable administrative, technical, and physical safeguards to protect information. However, no method of transmission or storage is completely secure. Use of the Website is at your own risk.

8. DATA RETENTION

Information is retained only as long as reasonably necessary to fulfill business, legal, contractual, insurance, or regulatory obligations, after which it may be deleted or archived.

9. THIRD-PARTY LINKS

The Website may contain links to third-party websites. The Company does not control and is not responsible for third-party privacy practices or content. Accessing third-party sites is at your own risk.

10. CHILDREN'S PRIVACY

The Website is not intended for individuals under 13 years of age. The Company does not knowingly collect information from children.

11. USER RIGHTS AND REQUESTS

Subject to applicable law, you may request access to, correction of, or deletion of personal information, subject to legal and contractual obligations.

Requests must be submitted in writing. The Company may require identity verification.

12. NO CONFIDENTIALITY FOR UNSOLICITED INFORMATION

Information submitted without request or outside a formal engagement is not considered confidential unless expressly agreed to in writing.

13. CHANGES TO THIS POLICY

The Company reserves the right to update this Privacy Policy at any time. Changes are effective immediately upon posting. Continued use of the Website constitutes acceptance.

14. GOVERNING LAW AND VENUE

This Privacy Policy is governed by the laws of the State of New Jersey. Any dispute shall be brought exclusively in New Jersey state or federal courts.

15. CONTACT INFORMATION

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